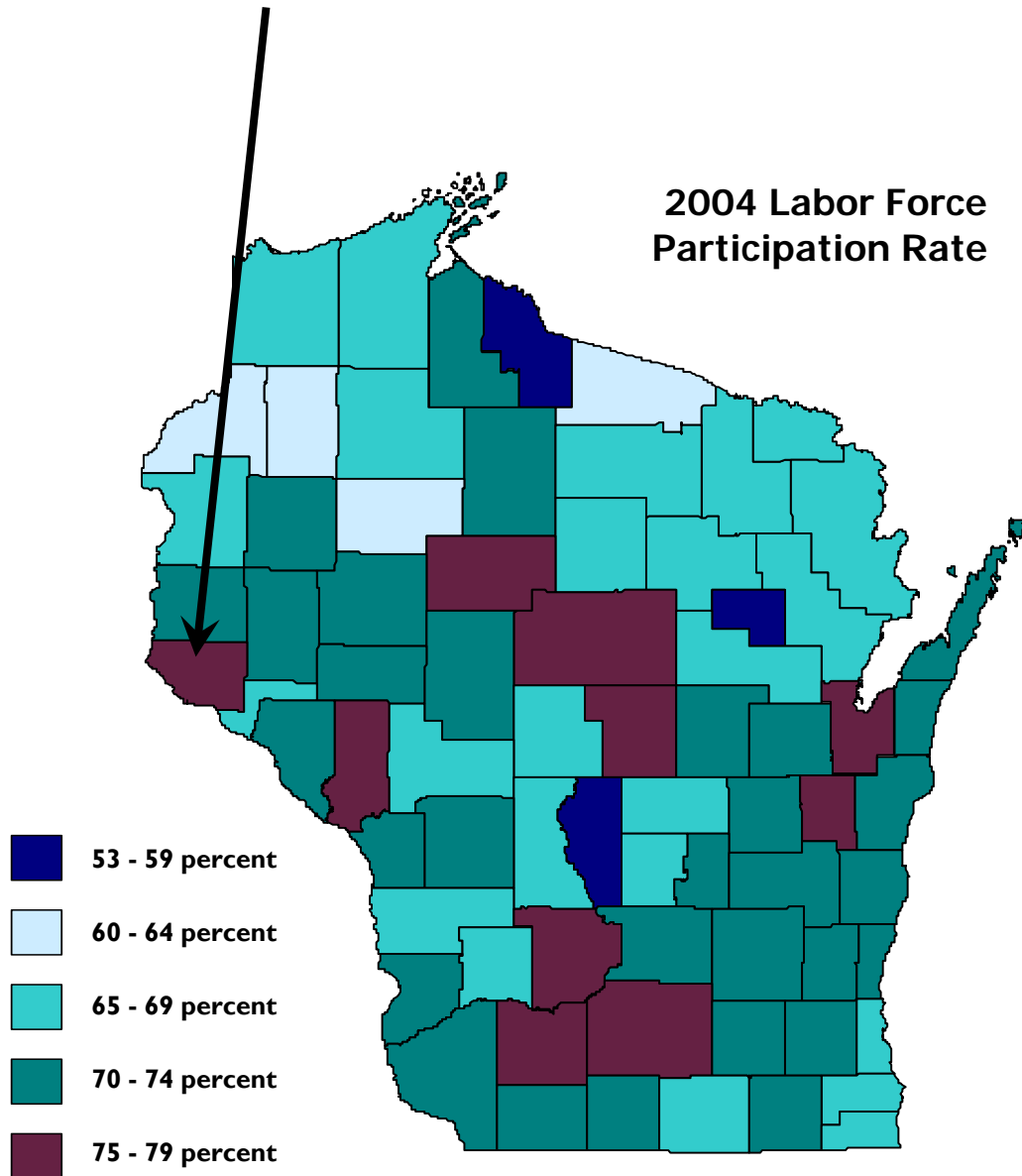


# Pierce County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:  
Beverly Gehrke  
Office of Economic Advisors  
15618 Windrose Lane # 108  
Hayward, WI 54843  
715.634.5289  
Beverly.Gehrke@dwd.state.wi.us



State of Wisconsin  
Department of Workforce Development  
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## County Population and Labor Force

Since April 2000 the population in Pierce County increased 6.9 percent from 36,804 to 39,329 in January 2005. The change ranked 12<sup>th</sup> fastest among Wisconsin's 72 counties and represents the addition of 2,525 residents. The population increased in each of the last five years as a result of both net migration and natural causes (births over deaths). Since 2000 net migration resulted in 1,577 new residents, an increase of 4.3 percent, and there were 948 more births than deaths, an increase of 2.6 percent. Both changes exceeded increases in the state and nation. Twenty-three of the 25 municipalities added residents since 2000 including the largest increase in the City of River Falls.

Increases in population from migration and natural causes resulted in a relatively larger population of younger residents. In 2005 roughly 22 percent of the labor force age population (16 yrs. and over) was aged 16-24 years, a much greater proportion than in either the state or nation but includes a transitory student population. The shift in the static, middle-aged population will cause more of a tremor as they turn 60. From 2005 to 2020 the 25-59 year old group will shrink from 61 to 52 percent of the labor force population as the 60 years and older group increases from 16 to 28 percent.

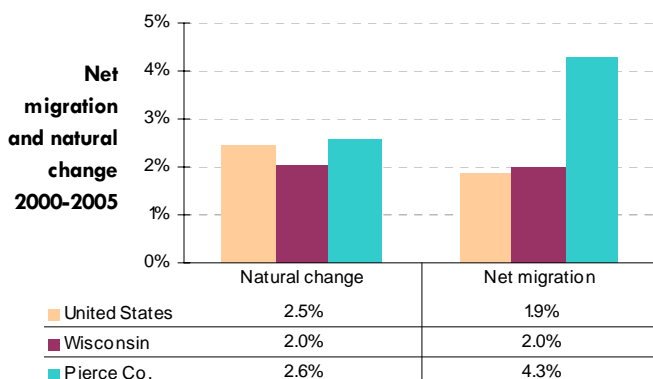
The implications of this shift are visible in the bottom right graph as the participation rate in the county drops from 79.6 percent in 2000 to 72.8 percent in 2020. Labor force partici-

### Five largest municipalities in Pierce County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Pierce County</b>	36,804	39,329	2,525	6.9%
River Falls, City*	10,242	10,885	643	6.3%
Prescott, City	3,764	4,030	266	7.1%
Ellsworth, Village	2,909	3,078	169	5.8%
River Falls, Town	2,304	2,399	95	4.1%
Clifton, Town	1,657	1,918	261	15.8%

\*Pierce County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005

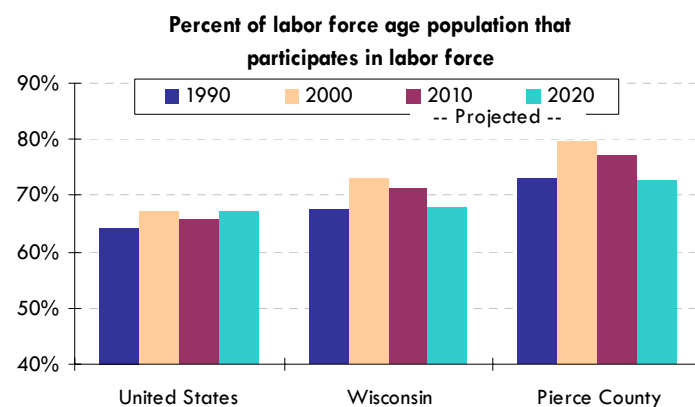


Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Pierce County
<b>Total population in 2000</b>	281,424,602	5,363,715	36,804
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	39,329
Change	13,735,700	217,042	2,525
% change	4.9%	4.0%	6.9%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	31,341
Share of total population	76.2%	78%	79.7%
Labor force	147,125,000	3,071,179	23,387
Labor force participation rate	65.4%	70.8%	74.6%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	31,593
16-24 yrs old	37,489,370	743,764	7,015
Share of population 16+ yrs	16.4%	16.8%	22.2%
25-59 yrs old	142,248,896	2,708,865	19,408
Share of population 16+ yrs	62.2%	61.3%	61.4%
60 yrs and older	48,883,408	964,684	5,170
Share of population 16+ yrs	21.4%	21.8%	16.4%
<b>Projected population: 2020</b>	335,804,546	6,110,878	42,655
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	34,258
16-24 yrs old	37,918,865	681,586	6,773
Share of population 16+ yrs	14.4%	14.0%	19.8%
25-59 yrs old	150,678,402	2,756,884	17,911
Share of population 16+ yrs	57.1%	56.6%	52.3%
60 yrs and older	75,487,837	1,431,103	9,574
Share of population 16+ yrs	28.6%	29.4%	27.9%

\* civilian population 16 yrs. and older not in an institution



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

pation will decline because a larger share of the population will be older and participation rates for older residents are much lower than for those in the middle-aged groups. Any increase in labor force participation from residents aged 60 years or older who remain in the labor force instead of retiring will be short-lived as the baby-boomers begin turning 70 in 2016.

## Revised Labor Force

in 2004 the labor force in Pierce County reached 23,387 — an all-time high. Fueled by job expansion and an influx of new residents, many of them with existing jobs, the labor force has increased in 14 of the last 15 years. The labor force estimate includes residents who are looking for work or working, no matter where they are employed. More than half the working population is employed outside the county and 70 percent of those work in Minnesota.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to included changes from 1990 to 2000 but are still using ratios from the 1990 census and as a result, show a large correction from 1999 to 2000.

Since 1990 the number of residents employed increased by 4,855 while the increase of 323 in the number of unemployed was much smaller. During that time the unemployment rate dropped from a high of 5.7 percent in 1992 to a low of 2.5 percent in 1999 and 2000. Labor force participation increased from 73.1 percent in 1990 to 79.6 percent in 2000.

## Pierce County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	18,209	17,548	661	3.6%
1991	18,392	17,433	959	5.2%
1992	18,920	17,835	1,085	5.7%
1993	19,098	18,270	828	4.3%
1994	19,621	18,892	729	3.7%
1995	19,984	19,358	626	3.1%
1996	20,438	19,766	672	3.3%
1997	20,607	19,999	608	3.0%
1998	20,675	20,117	558	2.7%
1999	20,841	20,320	521	2.5%
2000	22,883	22,300	583	2.5%
2001	22,985	22,220	765	3.3%
2002	22,812	21,843	969	4.2%
2003	23,169	22,126	1,043	4.5%
2004	23,387	22,403	984	4.2%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

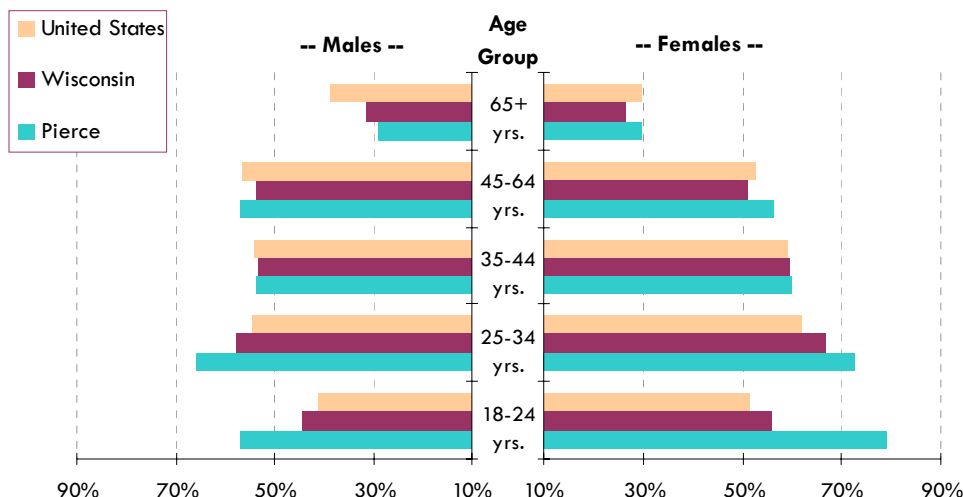
Much of the job growth in high-skilled service jobs occurred

in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For most counties in Wisconsin, including Pierce County, this helps explain why there is a greater proportion of females in

each age group with post-secondary education than males. Two factors in Pierce County that also increase the demand for workers with post-secondary education is a higher concentration of jobs in post-secondary education and the nearness of the Twin Cities where residents with degrees commute for jobs.

The greater share of young residents in Pierce County with post-secondary education also reflects a larger student population and a change occurring with employers, especially those from the goods-producing sector, from employer-trained workers to institution-trained workers. This change has led to a small increase in education the younger groups.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

By far, the sector with the greatest number of jobs is education (both private and public) and health services. In 2004 employers in the sector provided one-third of the jobs in the county and paid 37 percent of the total payroll. However, the average annual wage of workers in the sector of \$30,502 was only fifth highest in the county. The sector in Pierce County includes only four of the five standard industry groups since the county has no hospital. Sixty percent of the jobs in the sector are in education where the average wage is \$35,165, but most of the job growth in 2004 was from health care providers.

However, the industry sector adding the most jobs in 2004 was professional and business services which includes professional and technical (317 jobs), administrative and support (170 jobs), and waste management (18 jobs) services. Most of the new jobs were added by administrative and support services employers where the average wage of \$21,120 is among the lowest in the county.

The lowest average annual wage in the county (and state) is earned by the 1,225 workers in leisure and hospitality services. Most of the workers are employed in food services and drinking places where hours are part-time and work is not only seasonal, but also dependant on school calendars.

### Average Annual Wage by Industry Division in 2004

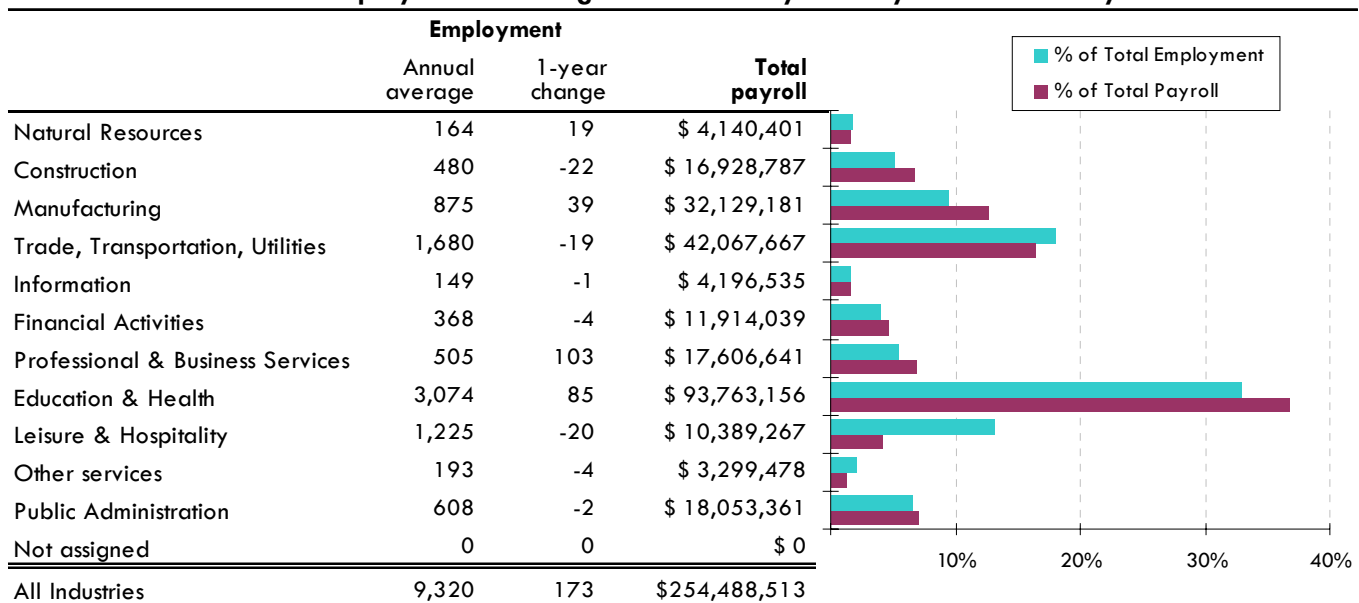
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Pierce County	Wisconsin	% change
All Industries	\$ 34,749	\$ 27,306	78.6%	1.4%
Natural resources	\$ 27,399	\$ 25,246	92.1%	-0.4%
Construction	\$ 41,258	\$ 35,268	85.5%	0.0%
Manufacturing	\$ 44,145	\$ 36,719	83.2%	0.2%
Trade, Transportation, Utilities	\$ 30,088	\$ 25,040	83.2%	4.1%
Information	\$ 41,759	\$ 28,165	67.4%	0.0%
Financial activities	\$ 45,103	\$ 32,375	71.8%	0.2%
Professional & Business Services	\$ 39,580	\$ 34,865	88.1%	-10.2%
Education & Health	\$ 36,408	\$ 30,502	83.8%	1.0%
Leisure & Hospitality	\$ 12,295	\$ 8,481	69.0%	0.5%
Other services	\$ 20,207	\$ 17,096	84.6%	0.6%
Public Administration	\$ 36,347	\$ 29,693	81.7%	4.1%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

The highest average annual wage of \$36,719 is earned by manufacturing workers but even this is only 83 percent of the wage earned by counterpart workers in the state. Manufacturing employment increased 4.7 percent in 2004, much better than the reduction of 0.6 percent statewide.

Overall, 173 jobs were added in 2004 by Pierce County employers in spite of reductions in seven of the 11 super-sectors. The increase in jobs of 1.9 percent exceeded the increase in Wisconsin of 0.9 percent but the increase in wages of 1.4 percent lagged the change of 4.0 percent in wages in the state.

### 2004 employment and wage distribution by industry in Pierce County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Pierce County

Establishment	Product or Service	Size (Dec. 2004)
University of Wisconsin- River Fall	Colleges & universities	500-999 employees
School District of River Falls	Elementary & secondary schools	500-999 employees
County of Pierce	Executive & legislative offices, combined	250-499 employees
Ellsworth Community School District	Elementary & secondary schools	250-499 employees
Mentor Management Inc	Residential mental retardation facilities	100-249 employees
School District of Prescott	Elementary & secondary schools	100-249 employees
Thomas & Betts Corp	Iron, steel pipe & tube from purchase steel	100-249 employees
Spring Valley Health Care Center Inc	Nursing care facilities	100-249 employees
City of River Falls	Executive & legislative offices, combined	100-249 employees
Compass Group HE Services LLC	Food service contractors	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Pierce County

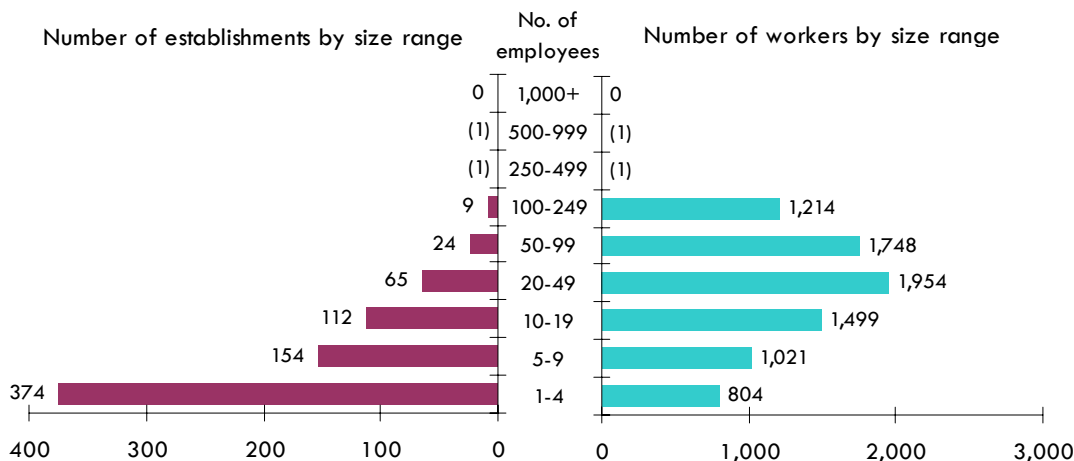
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	10	2,006	22	100
Food services and drinking places	75	999	-52	-74
Nursing and residential care facilities	10	759	64	271
Executive, legislative, & gen government	24	465	-4	6
Ambulatory health care services	37	380	-31	35
Food and beverage stores	10	369	17	-89
Professional and technical services	56	328	1	26
Specialty trade contractors	52	288	28	47
Truck transportation	36	252	-31	-35
Credit intermediation & related activity	14	231	7	52

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Pierce County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

There is no doubt that employment in education services in Pierce County is greater than any other industry group and is reinforced by the inclusion of four education facilities listed among the county's ten largest employers. Generally, the employers in this group are large and, in Pierce County they average 201 jobs per establishment.

Just the opposite is true about employers in the second largest industry group — food services and drinking places. Here, most of the employers are smaller but together provide nearly 1,000 jobs, with an average of 13 per establishment. However, one employer that provides contracted food services is on the list of largest employers.

The lowest average number of jobs per establishment on the prominent industries list, 5.5, is specialty trade contractors and there are no employers on the top list. However, only the top four industry groups are represented by employers on the top list.

Overall, there are 11.5 jobs per establishment in Pierce County. The majority of employers, 76 percent, are small and have fewer than 10 employees and provide 18 percent of the jobs. On the other hand, less than two percent of the employers have more than 100 workers and provide 89 percent of the jobs.

## Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Pierce County of \$27,963 ranked 26<sup>th</sup> highest among Wisconsin's 72 counties. PCPI increased 2.1 percent in the last year and 18.6 percent since 1998. The percent change over 2002 lagged behind an increase in PCPI in the state of 2.5 percent, but the five-year change exceeded the increase of 17.2 percent in Wisconsin and ranked 23<sup>rd</sup> in the state. The PCPI in Pierce County is 91 percent of the state PCPI of \$30,685.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from jobholders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like Social Security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children and significantly in Pierce County, students), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and 75 percent in Pierce County. Net earnings also include an adjustment for residents that work outside the county. The residency adjustment in Pierce County of \$439,479,000 has increased 38 percent since 1998 and makes up 55 percent of net earnings and 41 percent of

total personal income.

In Pierce County total personal income in 2003 was \$1,060,124,000 up 3.4 percent from 2002 and 25.1 percent from 1998. Even though recent PCPI increases lagged changes in the state, increases in total personal income exceeded changes in Wisconsin and the nation in both intervals.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005